

ABSTRACT

IMAGE FORMING APPARATUS

5 An image forming apparatus can form a high-quality image while acquiring a stable conveyance performance. A conveyance belt (21) conveys a recording medium (12) by attracting the recording medium (12) by an electrostatic force. A recording head (7) discharges 10 liquid droplets toward the recording medium (12) being conveyed by the conveyance belt (21). Alternating positive and negative electric charges are applied onto the conveyance belt (21). A conveyance speed is controlled in accordance with a charge period length of 15 the alternating positive and negative electric charges applied onto the conveyance belt (21).